

THE PLAINVIEW NEWS

Tuesday--TWICE A WEEK--Friday

Volume No. 14

Plainview, Ha County, Texas, Tuesday, November 18, 1919

Number 54

STOCK-RAISING SUCCESSFUL IN THE PLAINVIEW COUNTRY

FINE CLIMATIC CONDITIONS,
GOOD RANGE, ABUNDANCE
FEED, BETTER BREEDS

(By R. Kenneth Evans)

The production live stock is one of the important industries of the Plains country, with plenty of feed grown on irrigated and dry farming lands and excellent climatic conditions, grazing lands with abundance of grass in normal years and mild winters, with no animal diseases, makes this one of the finest cattle raising sections of the entire United States and has been such since the time of the first settlement of this section.

It was but a few years ago that the long horn reigned supreme in this section of West Texas. The hands of that time were a part of the free and open ranges. No attention was given to the scientific production of stock. They were turned loose and allowed to forage for themselves, but owing to the climatic conditions and the abundance of wild forage crops they did exceptionally well and from the time of the settlement of the white man this country has been pronounced a stock raising country.

Time and settlement of this country has brought about a radical change in the cultivation of the resources in an agricultural and stock raising way. This is still essentially a stock raising country, but the stock raiser has adopted a different method of raising his animals. The long horn has passed into oblivion. Instead is the pure bred animal which brings a much higher market price, the stock raiser realizing the fact that it costs no more to feed a cow that will raise a \$100 calf than it does to raise an animal that will produce a \$20 calf.

The extensive range lands, which were owned by one and used by everyone years ago, have been cut up into ranches and farms. This does not mean that the stock range has been cut down. While the grass acreage has been diminished materially, the raising of stock is augmented by the raising of forage crops, and today the farmer raises grain and markets it on the hoof, thus getting a much higher per cent of profit from his land and producing a much better grade of cattle and as many in proportion as when he possessed thousands of acres of land over which the cattle could graze.

There are many large ranches in Hale county and the Plains country but even in this case these ranches are managed on the same scientific basis as the smaller farms and as a result produce many more head of cattle to the acre than when the country was a free and open range. The days of the cowboy are still in existence in this section, but instead of riding his bronco to the city, he travels in an automobile. He does not have the roundups and the big times that the free range demanded, the rustlers are not here and the raising of cattle today is on a business basis and the cowboy helps to plow the land, plant the forage crop, brand the stock, drive them to market. The old picturesque cow days are past, but it takes as much help to handle the industry now as it did in days gone by, but on an entirely different basis.

There is plenty of pure water in Hale county and the Plains country for stock. Where the surface water is not available, wells from 40 to 60 feet in depth supply plenty of water, pumped by windmills and irrigation wells supply as high as 2,500 gallons per minute on the pump, and it does not take many minutes for a supply of this kind to care for a large herd of cattle. Again there are many natural lakes in the Plains country, which of course, are always filled with water, but the spring and fall rains fill the sufficiently to care for the stock the greater part of the grazing season and the pumps and windmills will care for it the balance of the time.

The climatic conditions are conducive for stock raising, the altitude being just about right; the air pure and fresh, and the mild winters causes no loss because of exposure. In fact, taken all in all, the conditions are ideal for the raising of stock. Dry farming methods, as well as irrigation for alfalfa, principally maize, kafir and the sorghum crops

No Need for Alarm

J. D. Cline, director of the Dallas office of the weather bureau, in reference to the sensational story about the possibility of disturbances Dec. 17, said, "Astronomers do say that several of the large planets will be on one side of the sun during November and December and some of them have expressed a fear for the results to this planet, but the more experienced astronomers do not seem to be alarmed, as similar conditions have no doubt occurred many times in the past, and still the earth is here probably with more life on it than ever before."

Let 'Em Go at Once

L. C. A. K. Martens, who styles himself "ambassador of the Russian Soviet to the United States," was arrested in New York the other day because of his Bolshevik activities.

In his testimony he says that because the people of the United States are treating the Russian bolsheviks much more harshly and do not seem to want them, that his "government" will agree to take all of them back to Russia, and that he has received notice from thousands who say they want to return to Russia.

Will Employ Librarian-Recorder

The school board of Plainview high school has decided to employ a librarian for the school library, who will give her time to keeping the library and maintaining a record of the books loaned to students for class and home work and reading. She will also act as supernumerary teacher in the high school. The high school library has become quite a large and an important adjunct to the school work.

The board has also ordered an electric clock which will ring for the different class periods.

Visits of the Stork

Born to Mr. and Mrs. Burrall B. House, 13 miles west of Plainview, Nov. 11, boy; named Horace.

Jerome D. Buchanan, 15 miles southeast of Plainview, Nov. 14, boy; named Ray Frederick.

J. M. Henderson, Hale Center, Nov. 9, boy; named Hershell Rayman.

J. E. Peacock, Petersburg, Nov. 13, boy; named William David.

Hat is in the Ring

E. Monzingo of near Runningwater informs us that his hat is in the ring and that he is a candidate for sheriff and tax collector and will make his formal announcement at a later date. He is quite well and favorably known and feels that he will make a tip-top sheriff—at least he will, if elected, like the old-time cowboy "do his darndest."

Mrs. J. W. Stovall Dead

Mrs. J. W. Stovall died at Brownwood Saturday afternoon at 4:15 o'clock. The remains were taken to Albany for burial.

The family until recently lived in Plainview. She leaves a husband and several children.

Stewart Home Burns

The residence of T. D. Stewart, six miles southeast of Plainview, was destroyed by fire early Friday morning.

sufficient forage for extensive herds of stock. It is seldom that the stock raiser is forced to buy feed for the care of his animals throughout the winter season.

The grade of stock raised in this section is exceptionally fine, being principally of the Hereford stock and pure bred animals. Steers from this section are always in demand on all markets. The low cost of production make the per cent of profit exceptionally high, especially so in view of the fact that Plains stock tops the market as a rule.

Another radical change has been brought about in the stock raising industry in this section due to agricultural development. It was formerly the plan to graze cattle here and then in the fall send them into the corn raising sections. This has been abandoned, which has not only cut down the expense in production of cattle but has also maintained a market here for the forage crops raised by the farmers, and by feeding these crops to the cattle in place of sending them into the corn belt means that the farmer gets a higher price for his agricultural product by selling it in the form of beef.

The Hereford stock came into this

JULIAN BOOTS JUST ARRIVED

This delayed shipment that so many have been waiting for has arrived by express. We can now take care of you with all styles, sizes and leathers. Owing to the extremely heavy demand for these boots and the delay in delivery, we have been without some numbers, but we appreciate the trade's indulgence.

Ask any cowboy about Julian Boots and he'll tell you they are the best that can be bought for the money.

Barrier Bros. Dry Goods Co.

Dependable Merchandise
N. W. Corner Square Phone 26

Mules Bring High Prices

Yesterday A. L. Lanford of this city, who is possibly the largest dealer in mules in this section of the state, shipped twenty-seven mules to Fort Worth. Saturday he shipped seven mules to Smithwick & Evans of Lampasas.

Mr. Lanford says prices of mules are very high for good ones, and the demand is great. They are bringing on the local market from \$250 to \$300 each if they are the right kind.

Mr. Lanford has the very best connections in the big markets, hence is enabled to pay the very highest prices, and does.

Hog Cholera Near Happy

Hog cholera is reported among near Happy in Randall county.

Very Cold in Dakota

Mr. and Mrs. W. W. Thompson received a message last week from their daughter, Mrs. Mildred Hart, who lives in South Dakota, saying that an intense blizzard was raging, the thermometer was way below zero. Several feet of snow was on the ground, railroads were blocked, the town where she lives was almost out of coal, several families were living in the same house in order to make the supply of fuel last as long as possible. Mr. Thompson wired her to come back to Texas, where people do not freeze to death.

One Case of Diphtheria

The city health officer reports one case of diphtheria in the eastern part of town.

Where There Is Quality There's Also Style



And in these Sunshine coats and suits we now have on display there is real value, these three together makes this editorial all the more interesting to the women folks of Plainview and vicinity, and just one visit to our Ready-to-Wear department this week will convince every observer that these stylish garments of exceptional quality are real values.

CARTER-HOUSTON'S
Goods That Speak for Themselves

FINAL VOTE ON PEACE TREATY THIS WEEK

IF ADMINISTRATION INSISTS ON
NO RESERVATIONS, IT MAY
BE DEFEATED

Saturday the senate passed a cloture rule, which virtually closes debate on the peace treaty, and it now seems that it will come up for a final vote Wednesday, Thursday or Friday.

It is said that if the president does not agree to permit the reservation to stand the treaty will be voted down, and thus killed. Senator Hitchcock, the democratic leader, who has charge of the treaty, indicates that it would be useless to ratify the treaty with the reservations of the republicans attached, and that it would be best to refuse ratification.

Aylesworth Buys Plainview Nursery

L. C. Aylesworth last week bought from L. N. Dalmont the Plainview Nursery, just north of Plainview. He will move to the place with his family and continue the business. Mr. Dalmont will continue with the nursery as an employee.

The Plainview Nursery is one of the show places of the Plains. It is well improved, has hundreds of thousands of trees, shrubs, vines, a large fish tank, a big garden and orchard. Mr. Dalmont has spent a number of years improving the place and building up the business to a high standard.

Canyon Defeats Wayland

In the game of football played at Lamar grounds Saturday afternoon Canyon Normal team defeated Wayland college by a score of 6 to 0.

A special train with about 175 Normal students came down from Canyon in the morning, returning after the game.

Census Enumerators Needed

James H. Caperton of Shamrock is census supervisor for this, the 18th district, and has made an appeal for enumerators in Hale county. The census will be taken in January, and the pay is fairly good. Those who wish to act as enumerators can write to Mr. Caperton, or can call at the postoffice for information.

Howard for County Clerk

J. P. Howard informs us that he will be a candidate for county and district clerk, and will make announcement later. He served as deputy clerk four years ago, and is well qualified to fill the place. He is at present employed in the office of E. T. Coleman.

New Superintendent Slaton Division

F. J. Mackie has succeeded O. J. Ogg as superintendent of the Slaton Division of the Panhandle & Santa Fe Railway. The change was made effective November 1st. Mr. Ogg goes to the San Marcial, N. M., division—Slatonite.

War-Time Prohibition Upheld

While one federal judge in Kentucky has declared that war-time prohibition is unconstitutional and void, a half dozen others the past week, in Chicago, New York, Peoria, Baltimore and other places have held it constitutional and valid.

Oliver Anderson has rented the building next to the Ford Hospital, and is putting in a stock of repairs for motorcycles, and will employ an expert repair man. He has had the agency for the Harley-Davidson motorcycle for several years.

J. H. McDaniel Buys Moore Home

J. H. McDaniel of Petersburg has bought the B. F. Moore home just south of Plainview across the draw, and will soon move to it with his family.

Back to Owners Dec. 1

The Texas railroad commission has received notice that the government will turn the railroads back to their owners on Dec. 1st.

A large bunch of school boys went out in the country Saturday morning and picked cotton. We saw a bunch of fully twenty boys.

J. H. Messinger who killed George Ward in Randall county August 4, is on trial in the district court at Amarillo, on charge of venue from Ran-

COAL STRIKE STILL ON; SUPPLY IS DWINDLING

MINERS REFUSE TO OBEY COURT
ORDER; MANY MINES
IDLE

Though the miners union obeyed the order of the court and called off the coal strike, the great majority of miners have refused to return to work, and thousands of mines have not reopened, and the strikers say they do not intend to work until the conference between the union miners, the mine owners and Secretary of Labor Wilson now in session in Washington, makes a new wage schedule.

While in West Virginia the normal supply of coal is being mined, and in other sections many mines are in operation, the production is not nearly as much as consumption, and the supply is being exhausted.

In Kansas the state will take over the mines and operate them. In Oklahoma the governor says he intends to at once take over the mines and protect those who wish to work. In Pennsylvania the production is about half what it was before the strike.

Public Auction Sales

A. J. Sams will hold a public auction sale at his place two and a half miles southwest of Lockney, Tuesday, Dec. 2. The list of stock and other stuff to be sold will appear in Friday's News. Auctioneer W. A. Nash will conduct the sale.

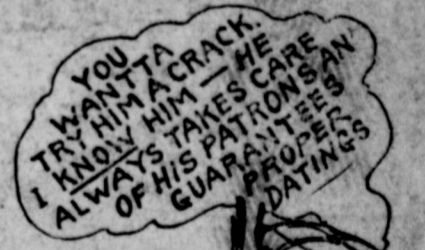
J. H. McDaniel will have a sale at his place two miles northeast of Petersburg next Saturday, Nov. 22. A list of the stuff to be sold appears on page three of this issue. Auctioneer T. J. Allen of Petersburg will conduct the sale.

L. E. Ensign has issued posters for a sale at his place two miles southwest of Otton, Friday, Nov. 28th. The list will appear in an adv. in Friday's News. W. A. Nash, the auctioneer will have charge of the sale.

The Bar 13 Ranch will hold a big sale at the headquarters, two miles south of Littlefield Thursday, Dec. 4. The list will be printed in Friday's News. Auctioneer W. A. Nash will conduct the sale.

Nine Bales of Cotton

We saw nine bales of cotton in the streets at one time Saturday afternoon. Two farmers had it, one having five bales and the other four. Local parties are making arrangements to build and operate a gin in Plainview next year.



BARGAIN DAYS

New On

Fort Worth

STAR TELEGRAM

Largest Circulation in Texas.
Daily with Sunday, 1 full year, \$6.00
Daily without Sunday, 1 full year,
\$5.00—Until Dec. 15th only.

Lower rates than last year.
More News—More Features—More Markets.
Mail or Phone order to me, or with Mr. Power, at Third National Bank.

Homer E. Miller and

THE MAGAZINE BABY
Subscriptions received
herein.

Page 6

THE AUTOMOBILES WITH PERSONAL IDENTITY
HUDSON SUPER-SIX ESSEX MOTOR CARS

Repair and Parts Department in Connection.

HOOPER & SON MOTOR COMPANY
Distributors

PLAINVIEW, TEXAS

Truly the House of Quality Merchandise

Carrying the most extensive line of farm implements and machinery to be found anywhere in the Plains country. Every line a standard and nationally known line. Heavy and Shelf Hardware, a standard and nationally known line. Heavy and Shelf Hardware, if its hardware we have it.

Plainview Hardware Co.
PLAINVIEW, TEXAS

A Progressive Man is Identified By His Clothing

If his clothes are free from dirt and are properly pressed then he immediately attracts attention as a progressive and wide-awake business man. Let us put your clothes in shape. We operate the most completely equipped plant in the Plains country for cleaning and pressing.

Waller Tailoring Co.
PLAINVIEW, TEXAS

REINKEN'S CLOTHING AND SHOE STORE

NOW FEATURING an All-Wool Long STORM OVERCOAT

\$20.00

Tell Your Story With a Box of Whitmans

The language of Bon Bons is one that any woman can thoroughly understand. Our line of candies is always fresh and put up in neat and attractive and popular packages.

The McMillan Drug Store
Distributors for Edison Phonographs and Records
PLAINVIEW, TEXAS

Don't Throw Away That Worn Tire

It may be worth something to you. Have it looked over at this institution. If it is worth repairing we can make it to look as good as new and give more than three-fourths the original mileage at less than one-half the cost of a new tire by our DRI-CURE re-treading process.

We are just established in Plainview to stay.

South Plains Tire and Retreading Co.
L. W. WHITE, Manager
PLAINVIEW, TEXAS

Buick Repair Service Maintained for Buicks Exclusively

Expert mechanics—complete repair equipment—more than \$12,000 stock of parts, embracing every repair part that could possibly be needed for Buick cars. Sole distributors of Buicks for Hale, Swisher, Briscoe, Motley, Floyd, Lamb and parts of Castro and Bailey counties.

McClelland-Self Buick Co.
"On Auto Row"
PLAINVIEW, TEXAS

PLAINVIEW HAS NEW A GROCERY STORE

H. LOOPER GROCERY CO. HAS OPENED
UP-TO-DATE ESTABLISHMENT
ON EAST SIDE SQUARE

(By R. Kenneth Evans)

The South Plains country is facing a period of growth and development unprecedented in its history and this growth and development is bringing to the city a class of new and substantial business men who will align themselves with the commercial interests of the city for the building of the leading commercial center of the Plains country and one of these firms, which has already established its business is the Looper Grocery Company.

Homer Looper, the manager of the store, came to Plainview from Aubrey, Texas, where he was engaged in a similar business for fourteen years. He brings with him the best wishes of his former patrons and an enviable reputation as a progressive and successful business man, having letters from financial institutions and others in Aubrey and the surrounding section attesting to his fair business methods and dealings. Mr. Looper is in deed a valuable addition to the business world of Plainview and in establishing his grocery store he will conduct one that would be a credit to a city several times the size of Plainview. In fact, in establishing this store in Plainview Mr. Looper does not only have in mind the making of his business a financial success, but he wishes to maintain an institution that is really a credit to the city and the Plains country.

Coming with Mr. Looper from Aubrey is J. A. Wilson, an experienced groceryman, who was engaged in a similar profession in the other Texas city. Mr. Wilson is considered an expert in this line and will assist Mr. Looper in the getting established of the Plainview store.

The establishment of the Looper store in Plainview means another business institution where the highest grades of dependable merchandise will always be found. The store is being neatly arranged and although the stock is nothing new compared to what it will be as soon as it is possible for Mr. Looper to get his complete stock, it makes a neat appearance and the merchandise is displayed in an attractive manner making one feel that they are getting the freshest and best groceries to be obtained on the market when they buy from this store. The scarcity of merchandise on the wholesale market makes it impossible for Mr. Looper to put in as extensive a stock at this time as he would like to have but the next four weeks will find the store completely stocked with such dependable lines as the White Swan, Maxwell House and White House coffees and teas, the best grades of canned goods, hams and breakfast beacons, Crisco, Cottolene, Libby's cured meats, Van Camps line of canned products, Price's line of baking powders and other lines. White Crest, Belle of Wichita, Smith's Best and Cream of the Plains flours and Shoemakers cream meal. A complete line of sorghums and syrups, strictly fresh country butter and eggs and in fact everything in the fancy and staple lines of groceries which would ordinarily be found in the up-to-date first-class store which caters to the trade of particular people.

Mr. Looper merely asks that this store be given a trial order to convince them of the high class of merchandise carried. Free delivery service will be maintained to all parts of the city from the store, which is located on the East Side of the Square. Prompt and courteous attention to all patrons whether their purchases be large or small will be one of the policies of this business. Mr. Looper is anxious to get acquainted with the citizenship of the Plains country and cordially invites them to visit this new store and get acquainted regardless of the placing of their patronage along the grocery line. This is one more institution which promises to be an important factor in the development of all the trade possibilities of the Plains country.

With the Approach of Winter Do Not Forget Your Battery

Especial care must be given to the storage battery during the winter months of storage. While you think of it today, call at our station and let us explain how to care for your battery throughout the winter.

Conner-Mathes Battery Co.
"On Auto Row"
PLAINVIEW, TEXAS

TIRE TROUBLE TAKES ALL THE JOY OUT OF MOTORING

And it can be avoided by equipping your car with Kelley-Springfield or Firestone tires and tubes. We carry an extensive stock of these standard made tires in all sizes. Also distributors for twenty counties for the Prest-O-Lite Storage Battery—the battery of service.

EVERYTHING FOR THE AUTOMOBILE IN ACCESSORIES OR REPAIRS
Knight Auto Co.
The home of Overland Cars. All Repair Work Guaranteed

Real Estate. Loans, Abstracts, Insurance

One of the pioneer institutions of the Plains County, having many opportunities for investment which will prove to be paying propositions—complete set of abstract books, complete in every respect—loans and insurance of all kinds. An institution with a strong personnel.

The J. J. Lash Real Estate Co.
Ellerd Building

YOUR FARM IS READY IN THE SHALLOW WATER BELT

It is equipped with well and machinery for irrigation purposes—homes, barns, and other necessary improvements have been installed. All that is necessary is for the farmer to move on and start work. Farms in tracts from 40 to 160 acres made ready by this company. Terms one-fourth the purchase price in cash, the balance can be paid within ten years.

INVESTIGATE THIS VAST FIELD OF OPPORTUNITIES

Texas Land & Development Co.
Ellerd Building

Fire Proof and Modern Throughout is the

HOTEL WARE

Operated by an ex-traveling man, who knows the desires and wants of the traveling public. Rooms modern throughout, with running water and steam heat.

A MODERN HOTEL IN A LIVE AND UP-TO-DATE CITY
J. A. TESTMAN, Proprietor and Manager
PLAINVIEW, TEXAS

WHOLESALE AND RETAIL AUTOMOBILE ACCESSORIES

All standard parts of automobiles can now be secured from Plainview in a much shorter space of time than if ordered from other wholesale centers. All our stock standard equipment.

We retail the Michelin and Diamond Tires and Tubes, standard auto jacks, oils, cup grease, gasoline and every part of a car.

A COMPLETE LINE OF SPORTING GOODS

E. L. Miller & Sons
PLAINVIEW, TEXAS

A NEWLY ORGANIZED BANK OF PERSONAL SERVICE

The Guaranty State Bank, organized by Plainsmen, for the Plains people—Capital Stock \$50,000. The first day's deposits in excess of \$100,000. A depositor never lost a dollar in a state bank in Texas. Its policy is to always extend credit and accommodations to deserving ones, consistent with good banking. We want to get acquainted in the capacity of your bankers.

GUARANTY STATE BANK
R. S. BEARD, President, L. P. BARKER, Vice-Pres.
C. D. HENSLEY, Cashier.
PLAINVIEW, TEXAS

An Up-to-Date Store Catering to Particular People

Carrying a complete line of standard, fancy and staple groceries. Fifteen years in the grocery business and extensive buying connections makes this line of merchandise exceptionally acceptable and with a diversity of products—Just recently established in Plainview—Call and get acquainted with this new institution.

Looper Grocery Company

Plainview, Texas

East Side Square

Headquarters for
LIGHT CRUST FLOUR
"The Kind that Satisfies"

A fresh car just received

Get it at both places

PLAINVIEW PRODUCE CO.
GIBBS' CASH GROCERY

PLAINVIEW, TEXAS

**BUY YOUR BUILDING MATERIAL WHERE SATISFACTION
IS PARAMOUNT**

Our lumber manufactured at one of the 17 lumber mills operated by the Long-Bell Lumber Company. No seconds are to be found in our stock of building materials, which in addition to lumber, includes lime, cement, plaster and builders hardware.

BUILDING MATERIALS OF ALL KINDS

ALFALFA LUMBER COMPANY

One of 120 Retail Yards
PLAINVIEW, TEXAS

**SANITARY MEASURES ARE IMPORTANT TO HEALTH
CONDITIONS**

The Sanidown Mattress, handled by this firm and guaranteed by us for twenty years, backed by the fact—is the most sanitary mattress on the market today. A removable cover, laced on the mattress makes it easy to renovate it.

Our stock of furniture and floor coverings among the most extensive in the Plains country.

DODGE FURNITURE COMPANY

J. G. HALTOM, Manager
PLAINVIEW, TEXAS

**CAREFULLY FILLED PRESCRIPTIONS IS A SAFEGUARD
TO HEALTH**

Our prescription department is in charge of a competent and registered pharmacist at all times, who thoroughly understands the filling of the most complex prescription. Nothing but the purest and the freshest of drugs used.

OUR LINE OF DRUG SUNDRIES IS MOST COMPLETE

LONG-HARP DRUG COMPANY

The Nyal Store
PLAINVIEW, TEXAS

**WE WILL SUBSTANTIATE OUR CONTENTIONS FAVORING
MAJESTIC RANGES**

And will conduct a cooking demonstration at our store the week of October 27, showing what can be accomplished on the acme of perfection in a kitchen range. This demonstration will be in charge of an expert factory demonstrator who will show all the features of this stove. Be sure and attend.

DONOHOO-WARE HARDWARE COMPANY

PLAINVIEW, TEXAS

**PREPARE YOURSELF AGAINST THE TIME OF ENTERING
BUSINESS LIFE**

This is a question every young man and young woman must some time or other confront—whether he is prepared to meet the problems of the commercial life or when thrown on his own resources. Watson's Business College will solve this question.

Write us for information as to the courses taught, tuition, room and board, etc.

WATSON'S PRACTICAL BUSINESS COLLEGE

608 East Sixth Street
PLAINVIEW, TEXAS

**PLAINVIEW UTILITIES ARE ADEQUATE FOR HOME
BUILDING**

The electric plant under our management is equipped to furnish ample current for home and domestic consumption and manufacturing institutions in the Plains country. The machinery installed is the best the market affords. Our rates are in keeping with the cost of production.

DO IT ELECTRICALLY

TEXAS UTILITIES COMPANY

PLAINVIEW, TEXAS

**CLETRAC CATERPILLARS
BEST TRACTORS FOR PLAINS**

**C. B. POWELL IS LOCAL AGENT AND B.
R. CHAPMAN EXPERT MACHIN-
AND DEMONSTRATOR**

There is no better evidence of the growth and extension of Plainview as a trade center than the fact that substantial business institutions are constantly being located here, carrying extensive lines of merchandise, doing everything in their power to develop the vast field of resources which exists here, and principal among these firms recently coming to the Plains is C. B. Powell, who has temporarily established headquarters in the Post Office Garage with a line of tractors.

Mr. Powell came to Plainview from Rusk, Texas, where for many years he was engaged in the machinery and implement business. He has spent his lifetime in this line of work and thoroughly understands it. He has brought to Plainview with him an enviable reputation as a successful business man and will prove to be a valuable addition to this commercial center in many ways, first because he is imbued with that spirit of progress and development which has already placed the eyes of the West on the Plains country, and because of the fact that he will carry an extensive line of farm machinery, tractors and trucks, which will increase the city's command from a commercial standpoint.

Mr. Powell brings with him to Plainview, Mr. B. R. Chapman, as demonstrator and salesman for the lines which he will handle here. Mr. Chapman, like Mr. Powell, has had many years of experience handling this line of merchandise and is capable of showing to the prospective buyer all of the points necessary to be familiar with to appreciate the value of the lines which this institution will handle.

Mr. Powell in maintaining his business in this section will handle a complete line of farming implements, of standard make and nationally known as well as a complete line of trucks and tractors. The Cleveland tractor will be the principle line of tractors to be handled by this new firm, this being a tractor built upon the caterpillar style and having proved very efficient in all classes of weather and under all circumstances for farm work.

This tractor has a twenty horsepower on a belt, and equipped in such a manner as to be transformed into a power engine for the pulling of machinery on the farm or to the draw bar it will develop twelve horse power. This tractor is manufactured by the Cleveland Tractor Company of Cleveland, Ohio, a company organized by Roland H. White and equipped and organized only for the manufacture of tractors and the making of the present tractor more perfect is one of the aims of the manufacturer. This tractor is guaranteed to give absolute satisfaction under all conditions and in every way and not only has the guarantee of the distributor behind it, but this guarantee extends to the factory where the tractor is manufactured.

Mr. Powell has not decided upon which line of trucks he will handle in this territory, announcement to this effect will be made later, but those living in this section may rest assured that he will choose a dependable line and one which will meet every need. Several makes of trucks are now in view for this firm, all standard made trucks and the one that will be chosen, will be chosen after careful investigation and consideration and one adapted to the class of work for which it will be sold.

Both Mr. Powell and Mr. Chapman are natives of Texas and are thoroughly acquainted with conditions in this section. It was the familiarity with industrial conditions that prompted Mr. Powell to handle the Cleveland tractor, realizing its value in the West Texas country. Mr. Chapman would be glad at any time to take one of these tractors into the field of any farmer living in this section and demonstrate just what it will do and convince the most skeptical that this is the type of tractor that will be found to universally do the work in the Plains country.

**AUTHORIZED AGENTS FOR FORD CARS AND FORDSON
TRACTORS**

Carrying a complete wholesale and retail line of parts and accessories for automobiles and tractors. A complete line of farm implements used in connection with Tractors, such as plows, harrows, discs, etc., in standard makes.

BARKER & WINN

Wholesale and Retail
PLAINVIEW, TEXAS

**COLD WEATHER REMINDS YOU OF THE NEED OF AN
OVERCOAT OR SUIT**

If you buy of the ready-made merchant you are not assured of getting a fit, for a garment that will fit one man will not fit another. Our custom tailors will fit you as you should be fit, and build a suit especially for you. Hundreds of samples and styles to choose from.

CLEANING, PRESSING AND REPAIRING

THE DOLLAR BILL TAILORING COMPANY

PLAINVIEW, TEXAS

BEAUTIFY YOUR HOME WITH SHADE TREES

It takes time for trees to grow, but they enhance the value of all property—improve the condition and looks of a home, and when fruit orchards are established, create a sure source of extensive revenue. No better selection of trees and shrubs is to be found in the great Southwest than at the

PLAINVIEW NURSERY

PLAINVIEW, TEXAS

OLYMPIC THEATRE, MONDAY AND TUESDAY, NOV. 21-22

D. W. Griffith's

"BROKEN BLOSSOM"

All Seats Reserved. Prices 31c, war tax 4c. Total 35c.

MAE I THEATRE, TUESDAY, NOVEMBER 25th

3rd Lyceum Number

THE WELLS COMPANY

The best musical number this season.

**BE SURE YOU ASK YOUR GROCER FOR MADE IN
PLAINVIEW BUTTER**

You will then know it has been manufactured under the strictest of sanitary conditions—the cream pasteurized before going to the churn. Bring us your cream and milk—we will pay the highest cash price for it.

THE PLAINVIEW CREAMERY

PLAINVIEW, TEXAS

**IF YOU ARE PARTICULAR ABOUT YOUR DRESS YOUNG
MAN**

Let us show you one of the new winter suits in the Society Brand, which is known universally as the stylish line of clothing. Our entire stock of Gents' Furnishings are made up of nationally known goods and the kind the well dressed man likes to wear.

BARRIER BROTHERS DRY GOODS COMPANY

PLAINVIEW, TEXAS

KEEP THE BALANCE IN YOUR FAVOR

The present HIGH COST OF LIVING has made it difficult for many of us to strike an even balance between our INCOMES and EXPENSES.

Care in buying your daily needs will lighten this burden for you, and by taking advantage of our prices you will find it easier to keep the balance in your favor.

THE SHIFLETT GROCERY COMPANY

North Side of Square

PLAINVIEW, TEXAS

Phone 676

**Do Your Farm Work With a Cleveland
Tractor**

Manufactured by a company which makes tractors a study and their only manufactured product. A tractor will work in all kinds of weather—formed after the style of the Army Tanks which created such havoc in World War—A Caterpillar type. Let us demonstrate this machine to you.

C. B. POWELL, Distributor

Plainview, Texas

Pos

The Plainview News

Published Tuesday and Friday at Plainview, Hale County, Texas.

J. M. ADAMS, Editor and Owner

Entered as second-class matter, May 23, 1906 at the Postoffice at Plainview, Texas, under the Act of Congress of March 3, 1879.

Subscription Rates

One Year	\$1.50
Six Months	.85
Three Months	.50

WHITFIELD

Nov. 17.—Mrs. Blackerly returned last week from an extended visit in Oklahoma and Amarillo. Rev. Stewart preached Sunday morning at the Baptist church here. The young people had a singing Sunday night at Bert Formway's home.

Mrs. Steve Williams of Canyon was in our midst last week visiting her husband, who is keeping bachelor's hall here.

There will be two services next Sunday at the Methodist church at this place at 11 o'clock and in the evening.

I. C. Nations was taken suddenly ill while working for J. H. Real, on Thursday, but is better at this writing.

Mrs. Chas. Crouch, who has been very low, is slowly recovering. Her daughter, Hazel, is here from New Mexico.

TULIA

Nov. 14.—F. W. Kazemier, of A. & M. college, will give a poultry demonstration in Tulia next Friday, Nov. 21st. This demonstration will be held at the residence of J. E. Swenson, in northwest Tulia.

Judge Charles Clements of Plainview, was an esteemed visitor in Tulia Tuesday.

Mr. and Mrs. J. C. Porter were in Hale Center this week, visiting with Mr. Porter's brother, W. L. Porter, and family.

The Parent-Teachers' association has elected the following officers: President, Mrs. E. Scott; vice president, Mrs. G. C. Hutchinson; secretary, Mrs. J. M. Simpson.—Herald.

(Continued from 1st Page)

section several years ago when prominent cattlemen bought some herds of purebred stock and shipped them in from the north. They have gradually been selling off the other breeds of range cattle until today the descendants of these herds are the principal class of stock to be found on the ranges in the Plains country. Each year shows an increase and shipments are getting larger every year.

Last year, which was a banner year for the stock industry, 110 car loads of cattle were shipped from Plainview alone, to Fort Worth and Wichita markets principally, some of the animals being sold on the Kansas City market, while a few were shipped to El Paso. Fort Worth and Wichita are the principal markets of this section, however, being directly on the Santa Fe in both instances and by shipping to these markets it is not necessary for the shipper to change railroads while the stock is in transit.

In connection with the cattle industry the dairying industry is being augmented also by the development of this section as an agricultural section. There are today many herds of Holstein cattle used exclusively for dairying purposes in the Plains country and there are great possibilities ahead for the development of this industry according to those who are familiar with the climatic conditions and natural resources necessary for the carrying on of a successful dairying industry. There are also several fine Jersey herds in Hale county and thousands of dollars' worth of butter, cream and dairy products are shipped out of this section every year.

They tell an amusing joke on Rev. G. I. Britain, the Baptist preacher, who is pastor of several rural churches in this county and is loved by all those who know him. Recently, so the story goes, he performed a marriage ceremony for a couple, and after he had tied the knot the man said, "Preacher, I'll make you a million. I'll pay you \$2 for right now, or I'll wait until I am happy with my \$200. Which offer do you prefer?" Britain smiled "right now."

repaint They



The News is glad to publish social items and when you or your neighbors, club, society or lodge have any kind of a social, please write out an item about it or phone 97 or 552.

Character Party Given by Mr. and Mrs. W. J. Klinger

Members of the Texas Land & Development Co. and of the Carter-Houston force participated Friday night in one of the most unique functions every given in this city.

The affair took place at the home of Mr. and Mrs. W. J. Klinger, who had previously sent out the following invitations:

"Mr. and Mrs. Sears Roebuck at their Chicago home, Friday, November Fourteenth. Mr. and Mrs. W. J. Klinger, 911 Austin Street."

Upon each invitation was the name of the firm or character that the recipient was supposed to represent.

The rooms open to the guests were arranged to simulate show windows, while chrysanthemums of white and gold gave a touch of autumn beauty to the scene.

Mr. and Mrs. Klinger received their guests in costumes appropriate to the characters they represented.

The guests were all in costume. Noted modistes, mail order houses and advertisers of the world-wide fame were selected and the ideas carried out in speech, manner and dress.

After arriving safely at Chicago the assembled salesmen and trade representatives held a conference during which they discussed the styles and salesplans for the coming season. Then a most delightful shopping tour.

After that an entertaining program was given including the following short humorous plays: "A Talley Ho Ride," "Mary's Little Lamb" and a "Mock Marriage." In the latter, Mrs. Adeline Erick Thomas and Mr. A. Bledsoe figured very effectively as bride and groom. Misses Eva Jones and Anna Walter were the flower girls and Fay Sawyer with all due solemnity acted as preacher.

Mr. and Mrs. Klinger served cake and marshmallow float to their guests, who notwithstanding the business activities of the evening were appreciative of the delightful refreshments.

Miss Lula Blair Neal was the only guest present who did not appear in fancy dress. The guest list and the characters represented follows:

Mr. and Mrs. E. M. Carter, Style-plus; Mrs. Nell Dorsey, Gage hats; Mrs. Bettie Brown, Dutch Cleanser; Miss Ruby Hatcher, Modern Priscilla; Mrs. Thomas, Lady Duff Gordon; Mrs. M. A. Maynard, Gold Medal Flour; Winfield Holbrook, Armour; Mr. and Mrs. T. B. Carter, Ivory Soap; Miss Eva Jones, Post Toasties; Miss Myrtle Vencil, Mary Garden Perfume; Mr. and Mrs. C. E. Carter, Bellas-Hess; Mr. and Mrs. W. F. Lowe, Marshall Field; Mr. and Mrs. Gay Pryor, Baird North; Mr. and Mrs. Sheon, Kress; Mr. and Mrs. D. L. Miller, Woolworth; Mr. and Mrs. George Bennett, Montgomery Ward; Mrs. Rosella Rushing, Rit; D. D. Bowman, Saturday Evening Post; Mrs. Allen, Postum; Miss Grace Ferguson, Uneeda Biscuit; Miss Nell Taylor, Corticelli Silk; Miss Anna Walters, Remington Typewriter; Mr. and Mrs. Gerald V. Smith, Heinz; Miss Opal Thomas, Aunt Jemima; Allison Chambers and Fay Sawyer, Gold Dust Twins; Jas. Ferguson, Spearmint; Mrs. Winfield Holbrook, Suffragetti; A. Bledsoe, Van Camp; Guy Gibbs, Paramount Pictures; A. B. DeLoach, Federal Reserve Bank; Sam Webb, Grape Nuts.

All who were present at this most delightful entertainment give enthusiastic accounts of the hospitality extended by Mr. and Mrs. Klinger, and the amusement furnished by their unique party.

County Singing Convention at Happy Union Next Sunday

The Hale county singing convention will meet at Happy Union Sunday, Nov. 23rd. All classes in the county are urged to have delegates present. If these delegates have not already been selected, they can be appointed at the convention. There will be a roll call of all classes. All classes which have not sent in their programs are asked to have them ready to hand to the secretary of the convention Sunday morning. There will be dinner on the ground furnished by the Happy Union people. We urge everyone to come and come early and make this one of the best conventions of this year.

CLAY WILLIAMS, President.

Miss Hallie Groce Marries; Goes to Marseilles, France

A marriage in which a number of Plainview people are interested in as that of Miss Hallie Groce to Tom Woods, which took place in a new Southern Methodist church

in Washington City November 8th, with a number of prominent Texans in the capital city being present. She is the daughter of Judge and Mrs. G. C. Groce of Waxahachie, and had been in Washington in government work for a year or two. She spent several months several years ago in Plainview, as the guest of Mrs. J. F. Garrison, and is well known here. Mr. Woods lived in Dallas, but has been appointed an American consular agent at Marseilles, France, and after the ceremony they left via New York for France.

Mrs. Morgan Entertains For Cousins

Mr. and Mrs. Dan F. Morgan entertained at their country home, nine miles west of town, Wednesday night honoring her cousins, Misses Olliebee and Dillemma Muse of Clarkton, Mo. The evening was spent playing games and a buffet luncheon was served.

Delphian Club

The Delphian club will meet Saturday, Nov. 22nd, at 2 o'clock, with Mrs. R. A. Underwood. Lesson: "Homeric Poems." Leader—Mrs. Armstrong.

Presbyterian Church

The ladies of the Presbyterian church are enthusiastic over the preparations for their annual church bazaar to be held Nov. 26th, the day before Thanksgiving, in the Citizens National bank room.

The church prayer meeting will begin at 6:30 Wednesday evening. The regular morning and evening services will be the order next Sunday, with the Y. P. S. C. E. meeting in the basement of the church at 6:30 p. m., one hour before the evening service.

Will Sell Christmas Seals To Promote Good Health

The Texas Public Health Association hopes to sell \$200,000 worth of Red Cross Christmas seals between now and the holidays. Nine-tenths of the money will remain in Texas and be used to fight tuberculosis and care for those already afflicted with the disease. The other one-tenth will go to the American Red Cross and the National Tubercular Association. The stamps will be sold at 1c each.

Presbyterian Women

The ladies of the missionary society of the Presbyterian church enjoyed a social meeting November 10th with Mrs. Curl, at 810 Fresno street. The ladies all carried their sewing and were favored with a reading by Mrs. Chas. Saigling and a piano solo by Miss McCurdy.

A paper on Siam was read by Mrs. Deacon.

Refreshments were served and a silver offering taken.

Will Teach Class at Littlefield

Mrs. Röss, the Red Cross Nurse, will go to Littlefield and teach a class in home nursing, after which she will return to Plainview.

About People You Know

Ansel Hines and Miss Myra Perkins were quietly married Tuesday evening at the home of the bride's parents, Mr. and Mrs. Joe Perkins, who reside about eight miles north east of this city. Mr. and Mrs. Hines are spending the week visiting with friends in Plainview and will return here soon to make their home.—Lubbock Avalanche.

Forty Young People Entertained by Mr. and Mrs. Vance

Friday night about forty young people met at the home of Miss Alma Armstrong in this city and with chaperones went in cars to the country home of Mr. and Mrs. J. C. Vance, near Meteor, where they were delightfully entertained.

They danced and luncheon was served at midnight.

Parent-Teachers' Association

The Parent-Teachers' association will meet at the high school auditorium Friday afternoon at 3 o'clock. It will be an important business meeting and all members are urged to attend.

There will be a program. Prof. B. E. Lovelady will deliver an address on "Moral Training in the Public Schools."

Miss Goodie's pupils of the Central school will render a Thanksgiving program.

Howell-Reeves

B. Albert Howell of White Deer and Miss Myrtle Reeves of Lockney, were granted a marriage license by the county clerk Saturday.

Miss Annie Laurie Lowe Marries Iowa Lieutenant

Lieut. Roy W. Scott and Miss Annie Laurie Lowe were married Sunday, Rev. R. F. Jenkins performing the ceremony. She is the daughter of Mr. and Mrs. W. A. Lowe, and has been employed in San Antonio for over a year as a stenographer, and came home to be

CHURCHES

Rev. E. E. Robinson Returned To Plainview Methodist Church

It is with much pleasure that we announce that Dr. Ernest E. Robinson was returned to Plainview Methodist church as its pastor for another year by the Northwest Texas Methodist annual conference in session at Lubbock the past week. He will conduct his first services of the new year next Sunday.

Presiding Elder A. L. Moore, we regret to say, was sent to Memphis as pastor of the church there. Rev. R. A. Clements of the church at Stamford was appointed presiding elder of Plainview district. Rev. Moore was again secretary of the annual conference.

Rev. S. J. Upton goes to the charge at Abernathy, and Rev. Scoggins, recently a student in college, is to be pastor of Plainview mission.

Rev. Geo. Bryant remains as pastor at Hale Center. The conference will meet next year in Clarendon.

Campaign for Funds For State Work

Rev. W. P. Jennings of the University church, Fort Worth; and Pastor E. C. Mobley of the First Christian church of Amarillo are here today and will conduct a meeting at the Christian church tonight. They are campaigning in behalf of the drive being made by the brotherhood of the state for \$350,000 for the immediate needs of the educational, missionary and benevolent departments of the church work. Rev. Jennings spoke in Abernathy last night. Mr. Douthit of the Christian Courier of Dallas is also here working in behalf of the paper.

Bob Underwood Celebrates His Seventh Birthday

Bob Underwood, son of Mr. and Mrs. R. A. Underwood, was seven years of age Friday, and celebrated the occasion with a party at the home from 4 to 5.

The children had a jolly time playing, after which the cake with seven candles on it was served with cream.

The guests were Martha Alice and Buster Moore, Virginia and Flour-noy Sansom, Weldon Garner, Jim Oswald, Bubba Humphreys, Clarence D. Wofford, Rebecca and Stanley Meyers, Edward Ansley, Maurine Largent, Bob and Toll Underwood.

HAPPY UNION

Nov. 17.—The farmers are all very busy sowing wheat and gathering their crops.

Misses Cecil and Elizabeth Lang, the guests of Dan C. Bayley and family, expect to leave during the week for San Jose, California, where they expect to make their home.

All the children of Mrs. W. A. Dennis gathered at the home of Mrs. H. H. Tilton Sunday and gave Mrs. Dennis a surprise birthday dinner.

Blanch Ross and Moody Vines of Plainview spent Saturday night and Sunday with homefolks.

Our pie supper Saturday night was a decided success. Judge Clements and wife were present and Judge Clements gave a very interesting talk on "Development of Schools." A cake was awarded Miss Mabel Davis for being the most popular young lady. The proceeds of the supper amounted to \$76.75 which will be used for the benefit of the school.

Next Sunday is the day for the Hale county singing convention to meet with us. Everybody come and help to make it a success.

We now have an enrollment of fifty-eight pupils in our school. The honor pupils of the primary room for the past month are Ruth Neil, Jewel Matsler, Willie Buchanan and Wason Price. These pupils deserve praise for their excellent deportment the past month.

Several of the young people from Bellview and Ellen were in our midst Saturday night.

Mr. and Mrs. J. E. Pearson and family were visiting at the home of her mother Sunday.

Mr. Ramsey of Hillsboro has moved on the Thompson farm.

Mrs. A. L. Matsler was shopping in Plainview Monday.

Messrs. Buchanan, Douthit and wives from Petersburg were guests of J. M. Buchanan and family Sunday.

Donald Bayley and Mabel Davis visited homefolks from Friday until Monday.

A. M. Stoddard this week received a nicely engrossed certificate from George Barnett, colonel, (preventing that his son, the late Chester V. Stoddard, had been a member of the marine corps at Parris Island, S. C., from July 21 to Nov. 4, 1918, when he died in service, and that he performed his services in an honorable way.

ONE CENT SALE
Thursday, Friday and Saturday, Nov. 20, 21 and 22nd. **BARGAINS**

Dye Drug Co.
PRESCRIPTION DRUGGISTS
PLAINVIEW, TEXAS

Seeds For Fall Planting
Poultry supplies all kinds
We buy Sudan, Millet, Maize, Kaffir, all others if good.

C. E. White Seed Co. Plainview

\$100,000 TO LOAN
On Improved and Unimproved
Farm Lands and City Property
Long time, liberal payment options, current rate of interest. Quick action, no delays, money ready when title is ready.

Malone & Jackson, Grant Bldg.

YOUR OPPORTUNITY
7 Per Cent Money 7 Per Cent Money

Here is your opportunity to reduce your interest on that FARM, STOCK FARM or RANCH loan to 7 per cent. We have an unlimited amount of money to place at SEVEN PER CENT, and are in position to give prompt service, and can make your interest payable annually on the first day of any month you may select, and at the same time give you prepayment privileges to suit your own convenience.

COME IN AND SEE US.

CLAUDE B. HURLBUT & CO.
Room 14, First National Bank Bldg., Phone 658, Plainview, Texas

Samson Is Coming

Watch this Space

FIRE IS DANGEROUS

Especially if your property is not insured.

Let us cover same today, the rates are reasonable.

Knoohuizen & Boyd
Room 23, First National Bank Bldg.
Resident Agents, Southwestern Life Insurance Co.

Decorative
Treat your car to a new top or a coat of paint.—Jesse DeLaha Auto Paint & Top Co. guarantee their work.



THANKSGIVING TABLE LINEN

For this joyous occasion we are in position to offer, and are offering some old time values in Table linen and napkins.

Note, follow special mention and see the merchandise to appreciate these values.

Mercerized Cotton Damask

58 inches wide, special	75c
64 inches wide, special	98c
72 inches wide, special	\$1.25

Linen Damask

66, 70 and 72 inch in extra heavy linen \$1.75, \$2.00, \$2.25, \$2.50, \$3.00 and \$3.50.

The above are old time values.

Napkins, Specials

Finished and unfinished	
Cotton napkins 15x15	\$2.00 per dozen
Cotton napkins 18x18	\$2.50 per dozen
Cotton napkins 20x20	\$3.00 and \$3.50 per dozen

Linen Napkins

22x22 Linen napkins	\$6.50, \$8.00 and \$10.45
22x22, Linen and cotton	\$5.50

Plainview Mercantile Company

Burns & Pierce, Props.

STRAYED—One bay mare mule, 14 1-2 or 15 hands high, freshly sheared, few gray hairs in forehead, collar marks on point of shoulders. \$10 reward for information or return to T. H. Jackson, Estacado, Texas, or Phone S. W. Page, Petersburg.

District court will convene at Oton next Monday.

Mrs. E. E. Roos left this morning for Tucumcari, N. M., where she owns some leases on oil lands. Several wells are being drilled, and some of them are expected to come in soon.

Rev. Nichols of the Morris Orphanage at Fort Worth is here today with some children.

Dr. J. F. Owens, Miss Crystell

Owens, Mrs. E. E. Robinson and Mrs. Tom Carter motored to Lubbock Sunday and attended the Methodist conference.

Mrs. Scott Cochran and little son, who have been visiting her parents, Mr. and Mrs. W. L. Harrington, for over five months, left this morning for their home in El Paso.

PERSONAL MENTION

John Emmitt of Tulia was here Saturday.
R. L. Ellison of Gorman was here Saturday.
Mrs. A. B. Martin spent Monday in Amarillo.

C. W. Sewell had "business" in Canyon yesterday.
John D. Bird of Ralls spent Sunday in Plainview.

J. C. Williams of Roswell, N. M., was in town Sunday.

Mr. and Mrs. N. M. Sams of Quitaque were here yesterday.
Jesse DeLaho went to Brownfield Sunday on a business trip.

J. M. Jackson and H. Williams of Matador were here yesterday.

Mrs. E. D. McMurtry and son of Vigo Park were here Saturday.

Miss Sarah Ross spent Sunday in Tulia visiting Mrs. Tomlinson.

A. C. Hatchell returned Saturday from a trip to Wichita Falls.

Mrs. O. M. Crow went to Abernathy Sunday to visit relatives.

W. R. Rodenberger of Berkeley, Calif., is registered at the Ware.

E. L. Doland of Amarillo spent the week end here with his family.

Nick Jordan came in Sunday from Quanah to spend a few days with his family.

Dr. Flavius Green spent Sunday in Lubbock attending the Methodist conference.

Mrs. L. W. Case was called last week to Iowa on account of her father being seriously ill.

Dr. C. V. Cannon has returned from New Mexico, where he has been visiting for several months.

Miss Ona McCormick of Canyon Normal spent the week end here with her uncle, J. M. Shafer.

Chas. Jay of Petersburg was here yesterday morning and took the train for a trip to Amarillo.

Rev. and Mrs. Clyde Haddock of Ellen spent the week end at the Methodist conference in Lubbock.

Miss Libbie Sowell, sister of D. B. Sowell of Nobles Bros. Co., left Monday morning for Hamilton to visit.

Mrs. R. W. O'Keefe has been for a week on more at Altus, Okla., visiting her son, Bert Pritchett and wife.

Miss J. M. Neireiter of Minneapolis, Minn., recently arrived to spend the winter with her sister, Mrs. O. O. Reed.

Miss Nobie Page, who is teaching in the grades at Lamar school, spent the week end with friends in Lubbock.

Misses Gladys Woodward and Eudice Page from Lorena were here for the football game Saturday afternoon.

Wm. Britt of Petersburg and Fred Weyle left Sunday morning for Kansas City, to attend the Royal stock show.

J. O. Crockett of El Paso arrived yesterday morning to look after his ranch and farm interests in the county.

Mr. and Mrs. A. Ebeling of near Dimmitt left Sunday for Marble Falls, where they will spend some time with his parents.

Mrs. Anna Johnson and children who had been visiting J. H. Johnson and family returned Monday morning to their home in Lubbock.

F. M. Burns of Colorado City, arrived Sunday to spend several days looking after his interests connected with the Plainview Mercantile Co.

Mrs. Scott Gale arrived from Oregon, Ill. Friday, to spend the winter with her daughter, Mrs. Theodore Shepard. Mr. Gale will come here in a few days.

Miss Dilemma Muse, who has been visiting her cousin, Mrs. Dan Morgan, left Saturday morning for Brownwood, to visit other relatives, after which she will return to her home in Clarkton, Mo.

G. D. Fallis and two sons came in Monday morning from Kaufman.

Mrs. Fallis will come soon, and the family will make its home here. Mr. Fallis is a member of the J. J. Lash Real Estate Co.

Guy Scott of the Hale Center Record was here Saturday on business. He is publishing a very newsy paper, and the people of that town should appreciate his efforts in the up-building of the community.

Dr. W. S. Ferguson of Ralls spent the week end here. He says business is good in that town. Big crops and high prices have made the people prosperous. Saturday 140 bales of cotton was marketed there, at over \$200 a bale.

Mrs. Clara Cook and two children left Sunday for Palacios, to visit her parents, Capt. and Mrs. C. W. Tandy for a few days, and will then sail from Port Arthur to Tampico, Mexico, where Mr. Cook is employed with the Gulf Refining Co.

Mr. and Mrs. Welcome Ragland of Abernathy passed through here this morning en route to Paris, Ky., where they will make their home. Her parents live there. Mr. Ragland recently sold his farm and other holdings near Abernathy. Hugh Ragland went with them and will visit a while in Tennessee.

Rev. R. F. Jenkins left this morning for Wildora, where he owns a farm.

G. W. Yancy left this morning for a trip to Rogers, Ark.

WHAT IS A BANK?

A bank is much more than merely a safe place for keeping funds, for handling checks, for collecting drafts, etc.

A bank should be regarded as the intimate helper, advisor and friend of the customer; ever ready to co-operate in every proper way, to extend necessary accommodations as required, and to protect his interest in every way that lies within its power.

This is the kind of service that we endeavor to render; and we invite you to make your connection with us with such service in view.

Guaranty State Bank

R. S. Beard, Pres. L. P. Barker, Vice-Pres.
C. D. Hensley, Cashier

For Sale

18 lots or 5 acres, 6 blocks from Court House, one one of the best streets in town. 2 acres in good bearing fruit, best orchard in the Panhandle, large shade trees of all kinds, large well, windmill and tank. Irrigation pipes all over place, concrete sidewalks, 3-room house, hog wire fences; nice place for homes on corners of lots. Will sell cheap. Good title.

Address Box 113, Plainview, Texas

Watch 5-in-1 Go

Marlin, Texas, Nov. 15, 1919.

Sanitary Barber Shop,
Plainview, Texas.

Dear sir:—Mr. R. P. Auspooks of the Salvation Army recommended your "5-in-1" hair tonic to me, and I would like to give it a trial. Please send me two \$2 bottles of your "5-in-1" tonic and one of your Shampoo by parcel post C. O. D., and oblige.

Oliver K. Walters,
Marlin, Texas.

KRESS

Nov. 13.—The reason for people staying in bed so late in the morning and going to bed so early at night in Kress, is the scarcity of coal. So make your visits in the day time in Kress.

D. D. Neal, manager of the Panhandle Produce Co., of Plainview, was here a few minutes on business Saturday.

C. W. McFarland returned Monday after being in Amarillo on business since last Friday.

Miss Lillie Todd of East Texas is visiting this week in the home of her brother, J. F. Todd, and family.

Mr. Perkins of Lamesa, formerly of Tulia, was here Tuesday and called on old friends—J. F. Moore and family and W. G. Adkisson and family.

Mrs. H. T. Sefton returned home Saturday, after being in Tulia several days as relief cashier with the Santa Fe.

C. M. Houser, known as Uncle Charlie, left Tuesday for Electra, where he will visit his son, Emmitt Houser, and family, and also his daughter, Mrs. Bert Bagley. He was accompanied as far as Amarillo by his son, George.

W. W. Bookout and two sons, Alvin and Raymond, and Mr. and Mrs. Fay Kerr, returned Saturday night from New Mexico, where they have

been for several days.

Miss Henrietta Meyer and Edna Adkisson were shopping in Plainview Saturday.

Kress seems to be a patriotic town. A crowd of girls rung the church bells for several minutes on the morning of the 11th, at the same hour they were rung last year. Then some one in town realized it was Armistice day and begin shooting a gun. Some of those who got out of bed to see what house was on fire were so patriotic they asked that day "why the bells were rung."

Miss Janette Miller returned to her home in Amarillo Friday, accompanied by Miss Ethlyn Edwards. Miss Edwards returned home Monday.

The W. O. Ws. gave a nice supper for the Circle members last Saturday night. All present say they had a nice time, and also say they enjoyed the music, as Mr. Dean carried his Victrola up to the Woodman hall. We heard one Circle member say they served ham sandwiches, pickles, cake fruits and coffee.

The Kress Civic League will give a Thanksgiving turkey dinner and supper to raise funds to buy a sanitary drinking fountain for the school building.

Meet me at the Oldsmobile and Oakland Service Station.
This is a News Want Ad.

FUL=O=PEP

Fresh Car Just Received

FUL-O-PEP Growing Mash for your show birds.

FUL-O-PEP Dry Mash Makes'em Lay.

FUL-O-PEP Scratch Grains.

FUL-O-PEP Little Chick Grains.

Pin Head Oats, Rolled Oats and Schumacher Feed.

We are offering \$35 in cash and two dozen dry mash self feeders as prizes in the West Texas Poultry Show on FUL-O-PEP fed birds.

Hall & Ayers Grain Co.

THE MOST COMPLETELY EQUIPPED BAKERY ON THE PLAINS

Shipping in wholesale lots its products to all parts of the Plains country. An institution where sanitary conditions are paramount. Employing only the most expert bakers. Every product mixed by machinery and thoroughly baked in one of the best ovens in the State of Texas.

THE CITY BAKERY
T. J. VanARSEDELL, Proprietor.
PLAINVIEW, TEXAS

WHEN OLD MAN WINTER PULLS AT YOUR COAT SLEEVE

You can thwart his designs upon you by installing in your home one of Cole's Hot Blast Heaters. A fuel saver and a heat giver. Arcadian and Duplex Ranges for the kitchen, are work savers for the housewife. We carry a full line of these stoves in all sizes.

THE R. C. WARE HARDWARE COMPANY
GENERAL HARDWARE
PLAINVIEW, TEXAS

THE FRESHEST OF PRODUCTS ALWAYS FOUND AT THIS STORE

Our extensive patronage and buying connection enables us to turn our grocery stock frequently, assuring everyone of receiving the very best products and fresh. Standard brands of goods found on our shelves, such as Beech Nut brands of canned goods, Van Camp's products and Armours and other popular brands. The store where the farmer loves to trade.

THE FARMERS EXCHANGE
PLAINVIEW, TEXAS

A LIVE AND PROGRESSIVE BANK IN A LIVE CROWING TOWN

Now consolidated with the Citizens National Bank, bigger and stronger than ever. Deposits in excess of \$2,000,000. We want you to make our bank your bank. Every item of business handled with as much care as though it were the individual business of the management.

THE FIRST NATIONAL BANK
PLAINVIEW, TEXAS

RIDE IN A HUPMOBILE—THE CAR OF DURABILITY AND SERVICE

We are distributors for this popular make of car in twenty-four counties in the Plains country, maintaining the largest and most complete stock of parts to be found. Also distributors for the Chandler and Cleveland. Service for these makes of cars maintained.

SHEPARD MOTOR COMPANY
PLAINVIEW, TEXAS

MARRY THE GIRL AND WE WILL FURNISH THE HOME

Exclusive agents for Sealey Mattresses, Harmograph Phonographs, Globe-Wernicke Book Cases, Acorn Stoves and Ranges, Perfection Oil Stoves, and Hoosier Cabinets. Funeral directors and embalmers; burial robes. Prompt and efficient service; with auto hearse service.

W. FLAKE GARNER, Manager. M. P. GARNER, Sec.-Treas.
GARNER BROS.
FURNITURE AND UNDERTAKING
Telephone No. 105; Night 376

TO THE HOUSEWIVES OF THE PLAINS

Plains wheat this year has more gluten than most any other wheat on the market, thus affording better rising quality, and making it best for bread, biscuits and pastry cooking. Those who use our flour get as good quality as can be found anywhere and get it for less money.

ALWAYS INSIST ON HAVING OUR BRAND.
Every Sack Guaranteed.

HARVEST QUEEN MILLS
PLAINVIEW, TEXAS

PIGGLY WIGGLY MODERN SYSTEM OF DISTRIBUTION

MEANS SAVING 20 PER CENT. SAVING ON YOUR GROCERY BILLS—ELIMINATES ALL WASTE

(By R. Kenneth Evans)

In the establishment of the Piggly Wiggly store in Plainview, a little over a year ago an institution, which affords the citizens of the Plains country an opportunity to save money by their purchases and to get the very best merchandise the market affords in standard made merchandise, was established. The establishment of this store added another impetus to the growth and development of the Plains country as have the establishment of many other firms in Plainview. Under the management of R. C. Nicholl, who has lived in Plainview for the past twelve years the Piggly Wiggly store has grown in popularity until today it is one of the leading shopping centers of the Plains country.

The store is unique in its arrangement being so constructed that the customer may move in his own direction, over the entire store, choosing his own merchandise, the price tag of each article swinging in plain view.

All nationally advertised brands of goods are handled, each line of goods being located in its individual shelf. Each section of the store is numbered. It is just like the housewife going into the pantry to pick out the materials she wishes to use in getting up a meal.

You may take a basket if you desire, or if you merely wish to see the store and the plan of operation, you can pass up the baskets and take a sightseeing trip. There are no clerks to inquire if you desire certain things. If you want some article you see you can pick it up and take it with you. Finally, when you have finished your trip and found something you wanted, but had forgotten when you came in, take it to the checking stand.

At the checking stand you will find two men, if it is a small store, one of them will wrap your package and the other give you a check showing how much you owe. When you pay the check how much you owe. When you pay the check you will find that you have saved several cents on the price you usually pay.

In More than 125 Cities

The Piggly Wiggly Company is now operating in more than 125 cities. In these cities they have a total of more than 300 stores and in every city they are able to sell at least 20 per cent less than the same goods will cost in any other store, the management claims. A government bulletin issued several months ago stated that the yearly cost of retail delivery of food products in the United States was \$76,000,000 a year. The money you pay extra for your groceries when they are delivered goes to make up this enormous sum. The advance in the chain store method is obtained in the advantage gained by increasing the buying power by consolidating purchases for a large number of stores, and not in contact with the customer with the retailer at the selling end of the business.

Economic Advance

This self-serving store has been pronounced as highly successful in a large number of cities which have had these stores for some months. They have declared it to be a positive economic advance in the art of distributing merchandise at retail, and especially the distribution of food products.

The construction of the apparatus used in the stores makes it possible for a large number of customers to pass through the entire display portion of the storeroom by a forward movement, without confusion and with the certainty of reaching a certain well-defined point known as the checking and settlement counter before they make their exit from the store they pass in close

DISHES AND COOKING UTENSILS

We are now showing a very large and choice stock of Dishes and Cooking Utensils, and want you to come and see same. You will be pleased. The prices are right, too. Visit our store often, and it will be to your interest.

FRANK'S NECESSITY STORE
H. L. A. FRANK, Proprietor
FREE—A Plainview Pennant with \$2.50 purchases, one to a customer.

IF ANYTHING IS NEEDED FOR WHEEL EQUIPMENT WE HAVE IT

The largest line of Federal Tires and Tubes to be found anywhere in the Plains country. Our service car carrying air, repairs, and everything for the car wheel in distress is always at your disposal if you but telephone 73.

McGLASSON-ARMSTRONG RUBBER COMPANY
"On Auto Row"
PLAINVIEW, TEXAS

REXALL GOODS

Are arriving every day. We are trying to supply your needs of these wonderful products.

THE DYE DRUG COMPANY
West Side Square Phone 23
PLAINVIEW, TEXAS

THE COOL OCTOBER DAYS

reminds us of the real cold weather that is not far off, and that possibly we may need some more suitable apparel, for both indoors and out.

In completing your preparations for fall and winter do not fail to visit our store. We believe you will find qualities and values here that are unequaled elsewhere, for Men, Women, Boys and Girls.

CARTER-HOUSTON'S
"We please our customers interest first"

WHY TAKE CHANCES WITH UNSANITARY METHODS OF WASHING

Our laundry will turn out work as high class as the most fastidious can desire, cheaper than the wash woman, and under the strictest of sanitary conditions. Special one day work, with free delivery to all parts of the city. Express charges paid on all out of town work, giving two day service.

THE PLAINVIEW LAUNDRY
JOHN W. GRAY, Proprietor
PLAINVIEW, TEXAS

WHEN WE SAY QUICK SERVICE WE MEAN SERVICE "RIGHT NOW"

Our equipment is such as to cause no long delays in supplying your car with gasoline, oils, accessories, tires, vulcanizing work, in fact everything necessary to the operation of an automobile.

The best gasoline and oils on the market—the largest line of tires in the Plains country.

THE QUICK SERVICE STATION
D. B. WATSON, Prop.
PLAINVIEW, TEXAS

DO IT ELECTRICALLY

Every housewife in Plainview would prefer to use an Electric Vacuum Cleaner, Washing Machine, Sewing Machine and Range. We will gladly demonstrate them to you and explain our easy terms.

G.C. ELECTRIC COMPANY
PLAINVIEW, TEXAS

proximity of every article offered for sale.

The price of the articles offered for sale is marked by swinging price tags. Each customer is allowed to make his or her selections without argument or persuasion by sales people. This includes getting meat from the icebox and fruit from the fruit stand.

George B. Wearan, president of the Missouri Company, today explained why the Piggly Wiggly stores could sell at a cheaper rate than the ordinary retailer. The retailer must make a certain profit. They not only reduce the jobber's profit from 15 to 10 per cent, but they can also reduce the retailer's profit to such an extent that

it is possible for them to sell the same goods at at least 20 per cent less cost to the consumer, officials of the company assert.

The officers of the company are St. Louis men. They are George B. Wearan, president; Sam Mitchell, vice president; R. K. Kauffman, treasurer; and C. O. Gamble, secretary.—The Times.

The Piggly Wiggly system of self-serving stores, originated by Clarence Saunders, of Memphis, Tenn., about three years ago, and already extensively established in the middle west, is invading California. Two stores are already allotted Oakland. One is now open and the other in the downtown district, is to open about

Sept. . . The local chain is being established by Andrew Williams and D. O. Williams, who have been associated with the Piggly Wiggly system since its organization. According to Andrew Williams, thirty-five stores are to be located in this city, on the basis of one for every 10,000 inhabitants.

The store in operation at present is in the Twenty-third Avenue district at 2334 East Fourteenth street, and the one opening next month will be on Ninth street between Broadway and Franklin.

While the basic principle of the Piggly Wiggly system is the same as that of the grocer-

teria or self-service store, it varies in several important details. Chief of these is the fact that degree of salesmanship. The same amount of stock is carried in each store and the arrangement is the same regardless of where the store is located. Our 15000 standard and national advertised commodities are on display and each item is priced with the Piggly Wiggly patented swinging price tag.—Oakland Tribune.

The above explanation is good of the Plainview store. Mr. Nicholl takes great pride in keeping up the reputation of this institution to the many other stores of its kind in the United States.

PIGGLY WIGGLY

"All Over the World"

New Donohoo Building

West Side Square

PUBLIC SALE

SATURDAY, NOV. 22nd

At my place 2 1/2 miles northeast of Petersburg. Sale begins at 10 o'clock.

Horses and Mules

- One 3 yr. old iron gray mare, wt. 1300
- One 9 yr. old gray mare, 16 hands high
- One 4 yr. old brown mare, 15 1-2 hands high, wt. 1000
- 1 6 yr. old bay mare, 15 hands high and mule colt 5 mo. old
- One coming 3 year old bay mare mule, 15 hands high
- One 3 year old bay horse, 15 1-2 hands high
- One buggy horse, 10 years old
- 1 coming 2 yr. old fillic, a good one
- 1 good milch cow, 5 years old, fresh March 9, 1920

19 Head of Hogs

- 15 shoats, weight 50 pounds
- 3 meat hogs, weight 200 pounds
- 1 Poland China male, weight 175 pounds, a good one

Farm Implements

- 1 Case lister. 1 good disc harrow
- 2 cultivators. 1 sulky plow, 14 in.
- 2 1-row go-devils
- 1 2-section drag harrow
- 1 John Deere mower
- One 9 hole wheat drill
- One set blacksmith tools
- 1 lot harness and collars
- 1 old buggy and harness
- 3000 bundles of kaffir, good grain
- Range cook stove. 2 heaters
- Lot of household furniture and other things too numerous to mention.

Fifty good hogs—F. N. Cliff, Owner

TERMS OF SALE—All sums under \$10 cash; all sums over \$10 12 months time with bankable notes bearing 10 per cent interest. 5 per cent off for cash
FREE LUNCH ON GROUND

J. H. McDANIEL, Owner

T. J. ALLEN, Auctioneer

QUANTITY COAL AT ALL TIMES

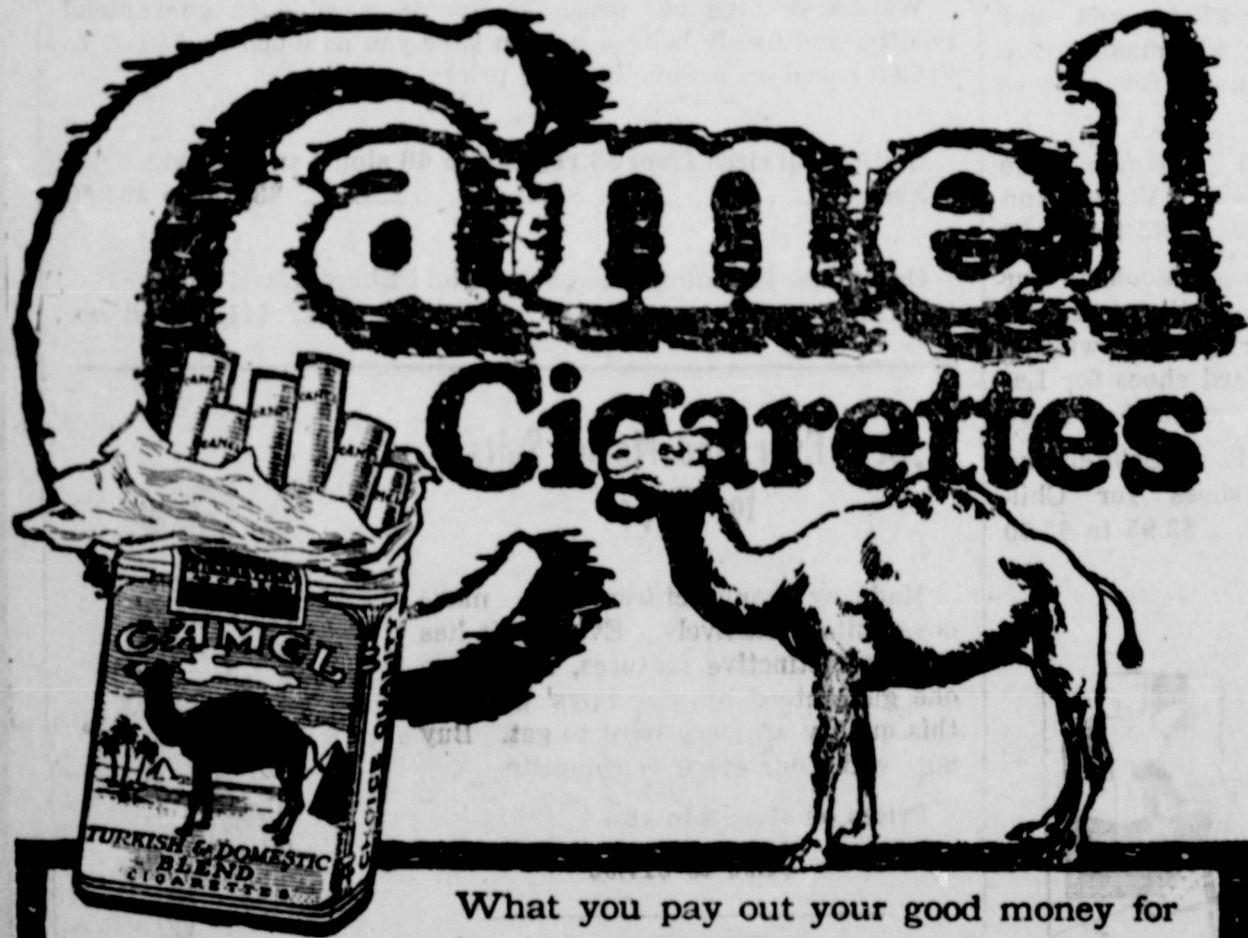
BONNER-PRICE

PHONE 162

PLAINVIEW, TEXAS.

GRAIN HAY

Meet me at the Oldsmobile and Oakland Service Station.



What you pay out your good money for is cigarette satisfaction—and, my, how you do get it in every puff of Camels!

EXPERTLY blended choice Turkish and choice Domestic tobaccos in Camel cigarettes eliminate bite and free them from any unpleasant cigarette aftertaste or unpleasant cigarette odor.

Camels win instant and permanent success with smokers because the blend brings out to the limit the refreshing flavor and delightful mel-

low-mildness of the tobaccos yet retaining the desirable "body." Camels are simply a revelation! You may smoke them without tiring your taste!

For your own satisfaction you must compare Camels with any cigarette in the world at any price. Then, you'll best realize their superior quality and the rare enjoyment they provide.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

WANT COLUMN

Try a want-adv. in the News. Only 10¢ a word, minimum charge 15¢ a time.

WATSON'S BUSINESS COLLEGE is the best.

For Sale.—Seed Barley.—D. F. Morgan. 33-277-p.

CREAM WANTED—We test and pay for it here.—Rucker Produce Co.

WAGON TO TRADE FOR FEED.—S. S. Stoneker, phone 276. 52-1f.

FOUND—Automobile storm curtain. Call at News office.

READ THIS—Several nice little homes for sale on easy payment plan. Will take some trade. Get one before school starts and save rent.—W. B. Knight.

SHEEP FOR SALE—Forty fullblood Shropshire rams, half yearlings, half lambs, \$20 each.—R. L. Hooper, Runningwater. 47-9t.

Have Jesse DeLaho Co. repaint and retop your automobile. They guarantee satisfaction.

Announcement
See in another space Dr. L. N. Pennock's card, as a Diet Specialist.

WANTED—Maize headers; also farmers wanting maize headed come to Ben's Sanitary Shop. 29

We are heavy as ever in the market for poultry, hides, eggs, etc.—Panhandle Produce Co., east of Alfalfa Lumber Co. 45

JOB PRINTING—The News wants to do your job printing. Best work, quick service, reasonable prices.—Phone 97.

WANTED—Green and dry hides.—D. Rucker Produce Co.

WANTED—To rent on halves a 150 to 400 acre farm, close to Plainview. Write Shigar Bros., care J. I. McDonald, Rt. 2, Lubbock, Texas. 52-4t

REAL BARGAIN—640 acres in 7 miles of railroad, all good land, under fence, 125 in cultivation. Selling cheap in order to raise some money. Price \$15.50 per acre, good terms. For further information, write or wire Geo. W. Lash, Real Estate, Happy, Texas. 51-4t.

FOR SALE—Lesse on section of land, twelve miles southeast of Plainview, 500 acres in cultivation, good improvements, live stock, implements and 200 acres wheat.—G. W. Yancy, Rt. A, Plainview.

FOR SALE—Residence north of flouring mills, five rooms, four lots. See Gust Rudd, at Fulton Lumber Co. 53-4t

FOR SALE—Five room house on West Seventh street. Terms.—R. A. Underwood. 34-1f.

HOUSES TO RENT—Residences and business.—Phone 483. 43-1f.

Prepare for the winter—have Jesse DeLaho Auto Paint & Top Co. make your car a new top or repair the old one.

FOR SALE—On account of leaving city my household goods as listed below are for sale at prices that should move them at once. 2 bed room suites, 1 gilded steel bed, spring and mattress, 1 3-4 white iron bed, spring and mattress, chairs, 2 sectional bookcases, library table, dining table, sideboard, sewing machine, kitchen cabinet, kitchen tables, 2 small tables, dishes, kitchen utensils, ice cream freezer, electric range, laundry stove and drum, airtight coal heater, 2 rugs 12x15, shades, garden and carpenter tools, lawn mower, 2 coats, brass curtain rods, garden hose, 3 concrete flower boxes, piano, hat rack. Can be seen at 810 Baltimore. McIntyre place.—Dr. W. S. Ferguson.

FARM FOR SALE—160 well improved farm fenced and cross fenced, 80 in cultivation, balance pasture, 40 acres hog tight, shade trees and fruit, good house, 4 rooms, painted and roded, two porches, large barn, painted and roded, with driveway, room for 12 head of horses on one side, cribs and granary on the other, large hay loft; well and windmill at kitchen door, water piped to stock tank under ground, with pipes to irrigate; large earthen tank stocked with fish; good large lots fenced with woven wire and swinging gates. Only one mile to R. R. town, high school and churches, telephone and R. F. D. Good crops to show what the land produces. 40 acres fall wheat in and up. Good terms. Inquire at News office.

Meet me at the Oldsmobile and Oakland Service Station.

FOR SALE—Ten head of three and four year old mules, good size and broke to work, well matched up and gentle. One mile east of Kress.—J. V. Boston. 39-1f.

FOR SALE OR TRADE—3 Maxwell trucks, 1 Ford truck, several good second-hand cars in good shape.—Phone 677. Roy Lipscomb. 31-1f.

WANTED—Hides, poultry and eggs.—Panhandle Produce Co.

Prepare for the winter—have Jesse DeLaho Auto Paint & Top Co. make your car a new top or repair the old one.

When you think of life insurance, think of Knookhuizen & Boyd, resident Agents, Southwestern Life Insurance Co. Home men, ready to assist you at all times with your policies.

Rucker wants lots of turkeys. Be sure to see him at produce house, southeast corner of square.

FOR SALE—Concrete blocks, 8x8x16.—Z. T. Northcutt. 53-1p

If you have good mules see A. L. Lanford, the mule buyer. In the market all the year around. I buy and sell every day, one or carload.—A. L. Lanford, day phone 550, night phone 217.

WANTED—Wheat or field pasturage for lambs.—Sansom & Son. 51-1f.

FOR SALE—Big-bone Poland-China male, registered. Shrock & Son, 7 miles southeast. 28-1f.

FOR SALE—Five room house and bath, across from Methodist church. R. C. Ware. 37-1f.

GOOD AUTO FOR TRADE—Seven passenger, worth all asked—what have you.—Sansom & Son. 51-1f

FOR SALE—Quarter-section near Olton, in Lamb county, Texas.—R. S. Snare, Lake Miss. 49-1f

SPECIAL—Palm Olive Soap, one dozen bars for \$1 at Looper's Grocery.

Have Jesse DeLaho Co. repaint and retop your automobile. They guarantee satisfaction.

LOST—Log chain, straight links and hooks on both ends; lost between Tullia and Kress, on public road. Finder please deliver to Bob Sneed, on the J. L. Stallings' farm, four miles south of Tullia and receive reward.

FOR SALE—Absolutely new Chickering Parlor Grand piano, mahogany case, cost \$875.00. For quick sale goes at \$500. Would consider five passenger A1 Ford. Address Chickering this office. 54-1f.

FOR SALE—Four head of Mules, good, sound; \$250 span.—B. R. Chapman, Postoffice Garage. 53-4t

Call at the Westside Market and Grocery and get your fresh meat at less money. 54-2t

FOR BARGAINS in new and second-hand windmills see or phone S. S. Stoneker. 42-1f.

Car of fine box apples at Rucker Produce Co., southeast corner of square.

\$25 WEEKLY—Men, Women. Advertise. Start candy factory at home, small room, anywhere. We tell how and furnish everything.—Specialty Candymaking House, 5 South 18th St., Philadelphia, Pa.

Meet me at the Oldsmobile and Oakland Service Station.

Dr. L. N. Pennock
OSTEOPATHIC PHYSICIAN
Suite 6 Fuqua Building
Diet Specialist
Phone: Office 819; Res. 209
AMARILLO, TEXAS

MISS ETHEL McCURDY
PIANO TEACHER
Graduate of Michigan State Normal Conservatory.
Phone 313

Patton House
C. H. PATTON, Prop.
Opposite Overall's Barn
Meals 35c Beds 25c and 50c

Dr. P. E. BERNT
DENTIST
Office over Third National Bank
Phone 330 Plainview, Texas

Meet me at the Oldsmobile and Oakland Service Station.

If you have any land notes you want to sell or want a loan on land, see or write F. W. Clinkscales. Phone 49. Private money; no delays in closing. 52-6t

FOR SALE—Several hundred feet of dimension lumber at half-price. See J. W. Patterson, Grant building, or write J. E. Penick, Cisco, Texas.

Treat your car to a new top or a coat of paint.—Jesse DeLaho Auto Paint & Top Co. guarantee their work.

RAMS FOR SALE
Some high grade Ramboulllets and Shropshires—bargains.—Sansom & Son. 51-1f.

FINE ALFALFA pasture, close in, 10c a day. See J. H. Wayland. 53-3t

CLUBBING RATES
Then Plainview News one year and the Dallas Semi-Weekly News one year \$2.25
The Plainview News one year and the Amarillo Daily News one year for \$8.25
Plainview News one year and the Kansas City Weekly Star \$1.85

SWEET POTATOES 3c pound at Looper's Grocery.

MAXWELL TRUCK for sale or trade.—J. H. Johnson, Phone 196.

IF YOU WANT to buy a farm, buy a horse, mule or cow, or have an auction sale, see T. J. Allen, Petersburg, Phone 3.

WANTED—To employ a number of persons, women preferred, as turkey pickers, to do finishing work.—Panhandle Produce Co., west of Neobros. 54-2t.

Prepare for the winter—have Jesse DeLaho Auto Paint & Top Co. make your car a new top or repair the old one.

CITATION ON APPLICATION FOR PROBATE OF WILL

THE STATE OF TEXAS
To the Sheriff or Any Constable of Hale County, Greeting:

You are hereby commanded to cause to be published once each week for a period of ten days before the return day hereof, in a newspaper of general circulation, which has been constantly and regularly published for a period of not less than one year in said Hale County, a copy of the following notice:

THE STATE OF TEXAS
To all persons interested in the estate of Will C. Curtis, deceased, H. V. Curtis has filed in the County court of Hale county, an application for appointment as temporary administrator of the Estate of Will C. Curtis, deceased, which appointment will be made permanent at the December (1919) Term of County Court, if not contested. Which will be heard at the next regular term of said court, commencing on the 1st Monday in December, A. D. 1919, the same being the 1st day of December, A. D. 1919, at the court house thereof, in Plainview, Texas, at which time all persons interested in said Estate may appear and contest said application, should they desire to do so.

Herein fail not, but have you before said court on the said first day of the next term thereof this writ, with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said court, at office in Plainview, Texas, this 8th day of November, A. D. 1919.

JO. W. WAYLAND,
Clerk County Court, Hale County, Texas.

Urges Campaign Against Extravagance

Dallas, Nov. 15.—A systematic campaign of education to curb the "widespread habit of extravagance," is urged by Judge W. F. Ramsey, Federal agent of the Dallas Federal Reserve Bank, who has just returned from Washington, where he studied the general financial condition of the country.

Such a campaign should be directed primarily to bringing about a return of pre-war money spending. Judge Ramsey said, and should be directed particularly toward banks in extending loans, especially speculative, and towards other lines of business as well as individuals.

HEREFORD
Nov. 13.—The Santa Fe will add another passenger train each way between Amarillo and Clovis, Oct. 1, thus giving us a double daily service.

Fire destroyed the home of Joe Hockett, three miles south of Sumnerfield, Castro county; loss \$2,000. The big Kemp & Kell interests, of Wichita Falls, have just purchased the elevator on the Santa Fe tracks, opposite the passenger depot, owned by the McQueen Grain Company.—Brand.

A box supper given at the Bledsoe school house, near Petersburg, Halloween evening netted the school \$305. This money will be used to purchase a piano for the school.

Elder J. T. Smith of Dickson, Tenn., has become pastor of the Church of Christ in Lubbock.

Meet me at the Oldsmobile and Oakland Service Station.

Plainview's Original and Largest Exclusive Cash Store Offers Exceptional Values on Seasonable Merchandise

For nearly five years Jacobs has been synonymous for Better Values. The modern business methods we employ have met with universal approval and our business has increased many fold as the result of our honest conscientious dealings.

Selling exclusively for cash—at one price to all, eliminating all losses and expenses attached to credit stores, buying in quantities at the opportune time for two progressive stores, and discounting our bills enables us to offer our merchandise at the lowest possible price.

Guaranteed satisfaction with every purchase is paramount at our store, and during our years of operation we do not recall a single dissatisfied customer.

Quick Sales and Small Profits guide us at all times. Come in, compare our prices and quality and you will appreciate us.

Merchandise is advancing rapidly. We advise early buying while our prices prevail. We also suggest that you start your Christmas shopping now. An extensive stock of practical, appreciable gifts from which to select.

Stimulating Our Sensational Sale of Our Entire Stock of Ladies' and Children's Ready-to-Wear

In addition to the wonderful reductions in effect on our entire stock of Exclusive ready-to-wear we are receiving every day new creations from New York, bought at radical reductions which gives you a two fold bargain—a bargain in our low purchase price, and a bargain in our bona fide reductions.

You have the entire season before you. Don't fail to take advantage of this Sensational Sale.



Sale of Our Entire Stock Ladies' Distinctive Suits and Coats

Creations from Printzess, Schuman, Jeffras, Friedman, and other Nationally famous designers.

Our originally low \$14.50 values now	\$11.65
Our originally low \$19.50 values now	\$15.75
Our originally low \$29.50 values now	\$22.85
Our originally low \$39.50 values now	29.85
Our originally low \$49.50 values now	39.75
Our originally low \$59.50 values now	\$48.75
Our originally low \$74.50 values now	\$59.75
Our originally low \$98.50 values now	\$79.50
Our originally low \$128.00 values now	\$98.75

Sale of Our Entire Stock of Serge, Silk and Tricotine Dresses

Every one an attractive creation in itself. Our original prices were very low and now that we have radically reduced every dress it will be easy for you to select. All alterations without additional cost.

Our \$12.50 values reduced to	\$ 9.75
Our \$19.50 values reduced to	\$15.85
Our \$29.50 values reduced to	\$22.95
Our \$39.50 values reduced to	\$29.85
Our \$48.50 values reduced to	\$38.75
Our \$62.50 values reduced to	\$48.50
Our \$79.50 values reduced to	\$64.50

Sale of Separate Skirts, Blouses and Silk Petticoats

Developed in the most popular shades of the season, and featuring all the innovations.

Our \$6.50 and \$6.95 values now	\$5.45
Our \$7.45 values now	\$5.85
Our \$8.50 values now	\$6.85
Our \$12.50 values now	\$9.85
Our \$16.50 values now	\$13.65
Our \$19.50 values now	\$15.85
Our \$24.50 values now	\$19.85

Sale of Children's Coats

Our Children's coats are real attractive and these reductions will enable you to save.

Our \$4.75 values now	\$3.95
Our \$7.50 values now	\$5.95
Our \$12.50 values now	\$9.85
Our \$18.50 values now	\$14.95
Our \$26.50 values now	\$21.85

Sale of Children's Gingham Dresses

Pretty patterns and distinctive styles. Every one reduced.

Regular \$2.95 values now	\$2.35
Regular \$4.85 values now	\$3.85
Regular \$6.95 values now	\$5.85

Save Money on Your Staples

Our prices are lower than wholesale cost in many instances. We bought early and heavy.

King brand Overalls and Jumpers made full size, guaranteed quality, worth \$2.50, Only \$2.10

Good Outing, light and dark, crepe de Chine, worth 29c wholesale, Only 24c

Excellent Gingham, pretty patterns, guaranteed fast colors, only 29c

Toile de Nord and Red Seal Gingham 35c

Best Oil Cloth, white and colors, only 49c

Some checks as low as 19c

Extra good quality 36 inch Urbleached Domestic, regular 35c value only 27½c

Save Money on Dress Goods

Extra quality Georgette and Crepe de Chine, all prevailing colors, worth \$3.25, our regular price \$2.65

Excellent French Serge, 30-inch, fine quality, all colors Only \$1.95 up.

A complete line Cotton and Cotton and Wool suitings, bought early, real values 75c, 85c, 95c

Our Values In Shoes are Unsurpassable



We contracted for our shoes before the rapid advances. Our prices, our quality, and our careful fitting will make you a steady customer for Jacobs Shoes.

Krippendorff Dittman Fine Shoes for Ladies in French and Military Heels \$7.65 to \$16.50

These shoes are made to our special order, and the styles are distinctive. All sizes and widths.

Other standard shoes for Ladies and Misses at \$5.95 to \$9.50

Red Goose, E. C. Scuffer and Waukenphast shoes for Children only \$3.95 to \$5.50

Bostonians, Emerson and Packard Shoes for Men and Young Men in straight, English and other popular styles, in black and brown, made of fine kid and genuine Kangaroo. Priced at \$9.50 to \$14.85

Friedman Shelby and Royal Blue, guaranteed all leather shoes, for work and dress at \$4.85 to \$9.85

MEN—We are now showing the best Cowboy Boot in the country. They are guaranteed by the makers to be the best at any price. Come in and see them at \$24.50 to \$28.50



Michael Stern VALUE-FIRST CLOTHES

Michael Stern, Clothcraft, Mayer and Cohen Goldman Suits and Overcoats for Men and Young Men

We have just received another shipment of nobby suits, in belted, and conservative models for men and young men, including waist seam models in sizes to 42.

Clothing was never known to be as scarce as it is today—and we are fortunate in securing an excellent assortment to offer.

We are keeping our prices as low as possible on guaranteed quality, and firmly believe we can save you as much as \$10.00 to \$15.00 based on present market prices.

Suits in all sizes from 33 regular to 46 stout, and 44 long, priced at \$34.50 to \$64.50

Overcoats, including Cravenettes, and Sheep Lined Coats at \$11.50 and up.

Best Ever and Mayer Suits for Boys

Made by manufacturers who make boys suits exclusively. Every suit has sixteen distinctive features, and every one guaranteed by us. Boys' Suits of this quality are very hard to get. Buy now while our stock is complete.

Prices on sizes 3 to 18— \$4.95 to \$17.50

Excellent Assortment Silk Shirts

In Tub Silks and Heavy Crepe de Chines, beautiful patterns, all sizes. \$6.95 to \$14.50



Schoenberg Brothers, Chicago "Best-Ever" Guaranteed Clothes

Jacobs Bros. Co THE ONE PRICE CASH STORE

A courteous sales force at your service and you are at liberty to come in at all times and compare our prices and quality. Our One Price to all system enables you to shop with intelligence at a savings.

Stetson Hats

Stetson's are difficult to secure, and have advanced materially since we bought. A wide range of styles, in Novelties and Staples. Prices based on early purchases \$7.85 and up

Other Standard makes \$3.50 up

Extensive Stock Dress and Work Pants

The largest assortment ever shown by us. All bought before the advance. Priced low

at \$3.95 to \$16.50